

Title (en)
PRESENTING ADVERTISEMENTS BASED ON WEB-PAGE INTERACTION

Title (de)
DARSTELLUNG VON WERBEINHALTEN AUF GRUNDLAGE VON WEBSEITENINTERAKTIONEN

Title (fr)
PRÉSENTATION DE PUBLICITÉS EFFECTUÉE SUR LA BASE D'UNE INTERACTION AVEC UNE PAGE WEB

Publication
EP 2291806 A2 20110309 (EN)

Application
EP 09767180 A 20090421

Priority
• US 2009041264 W 20090421
• US 14172008 A 20080618

Abstract (en)
[origin: US2009319355A1] Embodiments of the invention provide a method, system, and media for presenting advertisements (or other information) based on user interaction with a web page. One embodiment of the method includes determining that programmatic code that describes the web page is to be dynamically modified before it is to be presented on a display device. The method further includes identifying remotely stored supplemental information that is associated with the web page. The supplemental information includes a listing of words on the web page that are to be considered key words which key words are to be associated with descriptive terms that relate to the key words. The descriptive terms might even be generated after a rendering of the web page as well as before. Additional supplemental information might include a listing of triggering events that are associated with different objects of the web page (such as key words, text boxes, etc.) such that if an object is interacted with in a predetermined way, then some action is to follow. The method additionally includes modifying the programmatic code of the web page according to the supplemental information, observing a triggering event, gathering descriptive words associated with the occurrence of the event trigger, communicating the appropriate descriptive words so as to return fresh advertising content, and without obscuring an initial content of the web page, presenting information based on the advertising content.

IPC 8 full level
G06Q 30/00 (2012.01)

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G06Q 30/02 (2013.01 - EP US); **G06Q 30/0224** (2013.01 - EP US)

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